



WVEC  
613 Woodis Ave.  
Norfolk, VA 23510

Waterfront Strategies  
1010 Wisconsin Ave  
Suite 800  
Washington, DC 20007-3603

**Contract #** 854843  
**Schedule Dates** 09/18/12-09/24/12  
**Advertiser** Senate Majority PAC (38811)  
**Agency/T-Code** Waterfront Strategies (8116)/154583751  
**Product** Political - US Senate (1176)  
**Brand** SENATE (92552)  
**Salesperson** Blair, Cheryl (2205)  
**Sales Office** TeleRep - Philadelphia  
**Buyer Name** WOOD, SPENCER  
**Phone/Fax** (202) 550-6060 /  
**CPE** 94/100/1796  
**Account Types** National/Political PAC - Agency  
**Billing Type** Standard  
**Comments** SENATE MAJORITY 9/18  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 09/17/12  
**Last Modified** 09/17/12  
**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06318372  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$4,612.50  
**Net Total** \$26,137.50  
**Sales Tax**

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Sep. 2012	20	\$30,750.00
<b>Grand Total:</b>	<b>20</b>	<b>\$30,750.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	12:58P- 3:58P (ET)	4		X	X	X	X			4	\$1,100.00	\$4,400.00	Norfolk (WVEC) (WVEC)	PM ROTATION	9/17/12
2.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	12P- 12:57P (ET)	4		X	X	X	X			4	\$1,120.00	\$4,480.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	9/17/12
3.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	5A- 5:58A (ET)	1		X	X	X	X			1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	5AM NEWS	9/17/12
4.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	6P- 6:30P (ET)	1		X	X	X	X			1	\$2,600.00	\$2,600.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 6P	9/17/12
5.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	5:58A- 7A (ET)	1		X	X	X	X			1	\$2,000.00	\$2,000.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	9/17/12
6.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	6:58P- 7:28P (ET)	1		X	X	X	X			1	\$3,200.00	\$3,200.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	9/17/12
7.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	7A- 9A (ET)	1		X	X	X	X			1	\$1,850.00	\$1,850.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	9/17/12
8.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	7:28P- 7:57P (ET)	1		X	X	X	X			1	\$3,800.00	\$3,800.00	Norfolk (WVEC) (WVEC)	JEOPARDY	9/17/12
9.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	9A- 10A (ET)	1		X	X	X	X			1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY	9/17/12
10.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	8A- 9A (ET)							1		1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	9/17/12
11.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	8A- 9A (ET)								1	1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	9/17/12
12.0	Normal Line / SPOT	09/18/12-09/23/12	4	:30	11P- 11:35P (ET)	1		X	X	X	X	X	X	1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	9/17/12
13.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	12:58P- 3:58P (ET)		1							1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	PM ROTATION	9/17/12
14.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	12P- 12:57P (ET)		1							1	\$1,120.00	\$1,120.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	9/17/12

### CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em;">WVEC Norfolk</span>	<b>Date:</b> <span style="font-size: 1.2em;">9/17</span>
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I, Mike Furman  
do hereby request station time concerning the following issue:

Majority PAC
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As	ordered			

<b>Total Charges:</b> <span style="font-size: 1.2em;">\$ 26,137.50</span>	<span style="font-size: 1.2em;">Net</span>
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This broadcast time will be used by: Majority PAC

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input checked="" type="checkbox"/> <b>Yes</b>	<input type="checkbox"/> <b>No</b>

# 854843

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

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For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

M... by P... 70-137th Street, N...	Washington, DC 20005 202-335-6443
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and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; 
 ☐ a committee; 
 ☐ an association; 
 ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

4/4/12      *[Signature]*      202-335-5700  
 Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected  
*[Signature]*      Penne Marsh      NSC  
 Signature      Printed Name      Title